

10 Tips to Nail Your Application & Interview

Your Application, Resume and Cover Letter

□ Communicate Your Passion

If your cover letter starts with something like “Looking for a position where I can use my education to contribute to a successful company,” you’re not showing your passion. These applications don’t make it far. We want to see a customized cover letter that says exactly why you want to work for us.

□ Answer Indirect Questions

The majority of applications we receive leave us with questions. Here are some common ones to address:

- **Location** – If you live more than 40 miles away, tell us if you’re looking to relocate and explain why. We want people with roots in our locations.
- **Relevant Experience** – If you’re looking to break into the agency world with no experience, you need to explain why. Agency life isn’t for everyone. We need to know that you’re committed to the professional lifestyle.
- **Current Employment Status** – Be upfront. Why are you looking for a job? We understand that positions don’t always work out, but don’t let us make incorrect assumptions.

□ Stand Out

We receive dozens of applications every day, and it’s hard to stand out with just a standard submission. Get yourself noticed by:

- Attending events that we will be at and introduce yourself to team members
- Following and interacting with us on social media and our website
- Downloading our content and signing up for our emails
- Interacting with our content (Commenting, sharing, retweeting, etc.)

□ Remember the Details

There should be no spelling or grammatical errors in your resume or cover letter. We’re also looking for consistent font styles, creative layouts and to see if you have taken the time to turn your files into PDFs.

Your Interview

□ Do Your Homework

Take the time to get to know us. This means researching clients and learning about our services. If you know nothing about Vital, it'll make us question how serious you are about working for us.

□ Prove Your Passion

We want lifelong learners that love marketing. Be prepared to give specific examples of resources you utilize to continuously learn. It could be blogs or sites you follow, newsletters you get or podcasts you listen to. And fair warning: We can see through BS answers.

□ Prepare Your Portfolio

Whether you're a writer, designer, developer or project manager, we want to see the quality of your work. Be prepared to talk about your portfolio of experience and bring samples or links to show us.

□ Know Your Goals

This goes beyond the standard "where do you see yourself in five years" question. We want employees that have a commitment to their community and have aspirations to grow professionally in an organization (and not continually job hop).

□ Fit with Our Culture

Some of the best candidates on paper don't work out because they don't fit in person. By taking the time to research us, you'll gain a better sense of our culture and how you might fit. Be prepared to speak to this!

□ Have a Life

We want highly organized, motivated candidates and your life outside the office is a great indicator of this. Be prepared to talk about your non-work interests and the tools/apps you use as part of your daily life.